



# ORDER

Flight Dates **10/11/12-10/17/12**

Contract / Revision **310950 /**

Original Date / Revision  
09/13/12 10/08/12

Advertiser **Paton / Republican / Congre**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Product

**Paton for Congress**

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:13:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 184333

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	27%	49770
KPNX	18%	33180
KPPX	%	0
KSAZ	22%	40553
KTVK	18%	33180
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	47	\$23,502.50	\$27,650.00	0.00	10/01/12	10/19/12	47	\$23,502.50	\$27,650.00
Totals	47	\$23,502.50	\$27,650.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/11/12	10/12/12	M-F 6-7am M-F 6-7am	CM	6am-7am	---TF--	:30	2	\$250.00	P-3	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	---TF--	2		\$250.00		0.00					
N 2	KNXV	10/15/12	10/17/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MTW----	:30	3	\$250.00	P-3	0.00 NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	MTW----	3		\$250.00		0.00					
N 3	KNXV	10/11/12	10/12/12		CM	7am-9am	---TF--	:30	2	\$250.00	P-3	0.00 NM	2	\$500.00



KNXV

Print Date: 10/08/12

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Contract / Revision **310950** Flight Dates **10/11/12-10/17/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 10/08/12

Order Sep 00:13:00

Advertiser **Paton / Republican / Congr** Product **Paton for Congress**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-9am											
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$250.00		0.00						
N 4	KNXV	10/15/12	10/17/12	M-F 7-9am	CM	7am-9am	MTW----	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTW----	3		\$250.00		0.00						
N 5	KNXV	10/11/12	10/12/12	M-F 10am-11am	CM	10am-11am	---TF--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
				The View											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$450.00		0.00						
N 6	KNXV	10/15/12	10/17/12	M-F 10am-11am	CM	10am-11am	MTW----	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
				The View											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTW----	3		\$450.00		0.00						
N 13	KNXV	10/11/12	10/12/12	M-F 5pm-530pm	CM	5pm-530pm	---TF--	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$550.00		0.00						
N 14	KNXV	10/15/12	10/17/12	M-F 5pm-530pm	CM	5pm-530pm	MTW----	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTW----	3		\$550.00		0.00						
N 15	KNXV	10/11/12	10/12/12	M-F 6pm-630pm	CM	6pm-630pm	---TF--	:30	2	\$550.00	P-3	0.00	NM	3	\$1,100.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$550.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	KNXV	10/08/12-10/14/12		M-F 6pm-630pm	6pm-630pm		---ThF----	:30	<del>(\$550.00)</del>		0.00	NM			
See MG 15.3,15.4															
[NA no 6PM due to the National Debates. jtaylor 10/5/12]															
3	KNXV	10/11/12-10/11/12		Prime News	8p-9p		---Th-----	:30	\$500.00		0.00	NM			
Ⓜ MG for 15.2 10/11															
4	KNXV	10/11/12-10/11/12		M-F 430-5am	430-5am		---Th-----	:30	\$50.00		0.00	NM			
Ⓜ MG for 15.2 10/11															
N 16	KNXV	10/15/12	10/17/12	M-F 6pm-630pm	CM	6pm-630pm	MTW----	:30	3	\$550.00	P-3	0.00	NM	4	\$1,650.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTW----	3		\$550.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KNXV	10/15/12-10/21/12		M-F 6pm-630pm	6pm-630pm		MTW-----	:30	<del>(\$550.00)</del>		0.00	NM			
See MG 16.4,16.5															
[NA no 6PM due to the National Debates. jtaylor 10/5/12]															
4	KNXV	10/16/12-10/16/12		Prime News	8p-9p		-T-----	:30	\$500.00		0.00	NM			
Ⓜ MG for 16.1 10/16															
5	KNXV	10/16/12-10/16/12		M-F 430-5am	430-5am		-T-----	:30	\$50.00		0.00	NM			
Ⓜ MG for 16.1 10/16															
N 17	KNXV	10/11/12	10/12/12	M-F 630pm-7pm	CM	630pm-7pm	---TF--	:30	2	\$650.00	P-3	0.00	NM	5	\$1,300.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Contract / Revision **310950** Flight Dates **10/11/12-10/17/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 10/08/12

Order Sep 00:13:00

Advertiser **Paton / Republican / Congr** Product **Paton for Congress**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	KNXV	10/11/12	10/12/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	---TF--	:30	2	\$650.00	P-3	0.00	NM	5	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$650.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KNXV	10/08/12-10/14/12		M-F 630pm-7pm		630pm-7pm	---ThF---	:30		<del>(\$650.00)</del>		0.00	NM		
See MG 17.3,17.4,17.5,17.6															
[no avails due to program change preempt rv 9/13]															
3	KNXV	10/11/12-10/11/12		Prime News		8p-9p	---Th----	:30		\$500.00		0.00	NM		
Ⓜ MG for 17.2 10/11															
4	KNXV	10/11/12-10/12/12		M-F 430-5am		430-5am	---ThF---	:30		\$50.00		0.00	NM		
Ⓜ MG for 17.2 10/11															
5	KNXV	10/11/12-10/12/12		M-F 430-5am		430-5am	---ThF---	:30		\$50.00		0.00	NM		
Ⓜ MG for 17.2 10/11															
6	KNXV	10/08/12-10/14/12		M-F 430-5am		430-5am	MTWThF---	:30		\$50.00		0.00	NM		
Ⓜ MG for 17.2 10/11															
N18	KNXV	10/15/12	10/17/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTW----	:30	3	\$650.00	P-3	0.00	NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTW----	3		\$650.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	10/15/12-10/21/12		M-F 630pm-7pm		630pm-7pm	MTW-----	:30		<del>(\$650.00)</del>		0.00	NM		
See MG 18.4,18.5,18.6,18.7															
[no avails due to program change preempt rv 9/14]															
4	KNXV	10/16/12-10/16/12		Prime News		8p-9p	-T-----	:30		\$500.00		0.00	NM		
Ⓜ MG for 18.1 10/16															
5	KNXV	10/15/12-10/21/12		M-F 430-5am		430-5am	MTWThF---	:30		\$50.00		0.00	NM		
Ⓜ MG for 18.1 10/16															
6	KNXV	10/15/12-10/21/12		M-F 430-5am		430-5am	MTWThF---	:30		\$50.00		0.00	NM		
Ⓜ MG for 18.1 10/16															
7	KNXV	10/15/12-10/21/12		M-F 430-5am		430-5am	MTWThF---	:30		\$50.00		0.00	NM		
Ⓜ MG for 18.1 10/16															
N19	KNXV	10/11/12	10/12/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	---TF--	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$850.00		0.00						
N20	KNXV	10/15/12	10/17/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTW----	:30	3	\$850.00	P-3	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTW----	3		\$850.00		0.00						
N21	KNXV	10/15/12	10/15/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M-----	:30	1	\$8,500.00	P-3	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$8,500.00		0.00						
N29	KNXV	10/14/12	10/14/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$350.00		0.00						
N31	KNXV	10/14/12	10/14/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$200.00		0.00						



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**KNXV-TV  
PHOENIX**Contract / Revision    **310950**    Flight Dates **10/11/12-10/17/12**Hiatus DatesOriginal Date / Revision    09/13/12/    10/08/12Order Sep    00:13:00Advertiser    **Paton / Republican / Congr**    Product **Paton for Congress**Estimate #

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N31	KNXV	10/14/12	10/14/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S					1	\$200.00		0.00				
N34	KNXV	10/14/12	10/14/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S					1	\$850.00		0.00				
														<b>Totals</b>	<b>47</b>	<b>\$27,650.00</b>
*Tax 1 Note: Tax 0.5%.																

\*Tax 1 Note: Tax 0.5%.